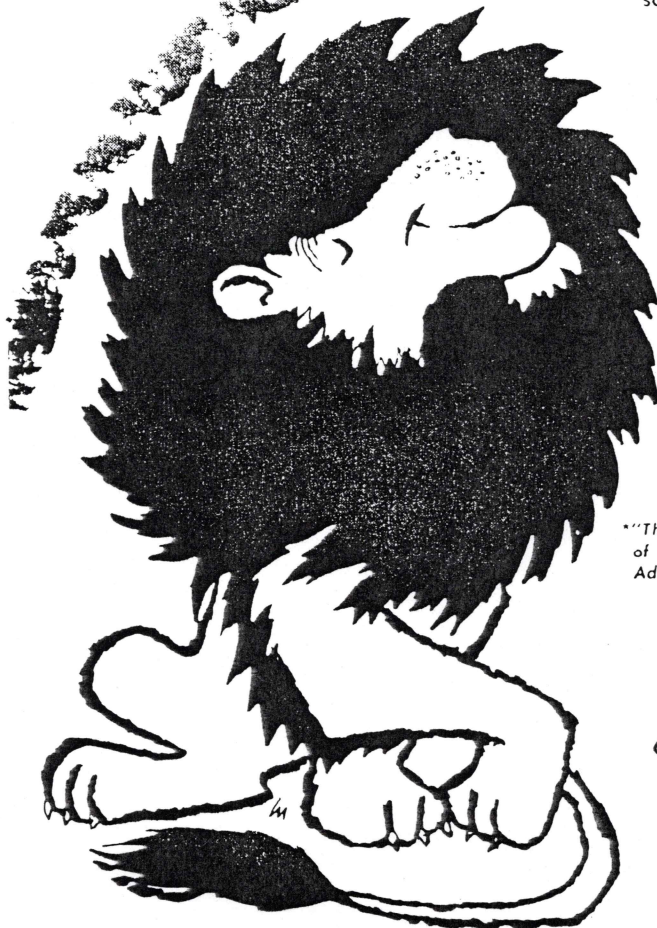
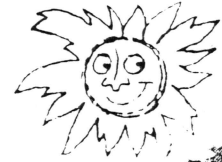


TELECASTING

AUG 28 50

NEW YORK DAYTIME TELEVISION VIEWERS UP 350%!



...and 83.5% of all TV viewers questioned said they turned to WABD (Du Mont) for one or more programs between 12:00 and 1:30. Yes, the Daytime Television Audience is going up like a rocket. Take it on the rising curve. Take it on Du Mont, which has the lion's share of the audience. On Du Mont — where Day began — covering 99% of America's telesets — where programs pay their way in quick sales where a slim budget gets a fat result. Network or local, Du Mont was first.

"The Television Audience of Today," June, 1950, Advertest Research

The Nation's Window on the World

60 Stations **TELEVISION
DUMONT
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